



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING MINUTES

November 6, 2012

Board of Directors

Eric Bender, Robert Cushman, Sauli Danpour, Kathy Faulk, Steve Hathaway, Peklar Pilavjian, Paul Rutter, Carol Schatz, Patrick Spillane, Daniel Swartz, Peter Zen

Absent

Jim Bonham, Barbara Bundy, Marty Caverly, David Damus, Frank Frallicciardi, Robert Hanasab, Peggy Moretti, Cindy Troesh, Cari Wolk

Staff

Hal Bastian, Jeff Chodorow, Nina Decker, Gennia Cui, Randall Ely, Jacob Holloway, Yeghig Keshishian, Lena Mulhall, Ken Nakano, Herman Pang, Justin Regis

Guests:

Sara Hernandez, Paul Rohrer

CALL TO ORDER

Faulk called the meeting to order at 8:07 a.m. Faulk announced that Anne Peaks has retired from the Board of Directors and Adele Yellin is being considered as her replacement. Joseph Fleuckiger has also retired from the Board of Directors and no immediate replacement has been made. Faulk asked for a motion to accept Adele Yellin to the Board of Directors and recognize that Joseph Fleuckiger has retired and no immediate replacement is being made. Pilavjian made a motion, was seconded and approved.

Schatz advised that she and Bastian are working on a suitable resident of Downtown if not two for Fleuckiger's replacement.

EXECUTIVE SESSION: The Executive Committee went into executive session at 8:20 am to discuss pending litigation involving the DCBID and personnel review. Executive session closed at 9:20 am and Board meeting resumed.

PROPERTY OWNER OR PUBLIC COMMENT: None.

APPROVAL OF MINUTES

Approval of Minutes from July 10, 2012. Pilavjian made a motion to approve the Minutes. Swartz seconded and motion was approved.

FINANCE

Chodorow Reported:

There are 4 months Financials (June – September) to be reviewed and approved. The Finance Committee has reviewed and approved all 4 months. The year-to-date change in assets are positive \$250K, a result of revenues being slightly lower than expected but expenses being slightly lower than expected as well. Some of the big variances are in maintenance and some monies were put aside for unexpected expenses which have not been used, resulting in a savings of \$45K. The Marketing dept. had some savings on the area map and ambassador staffing, which has been under staffed. A big variance was favorable in economic development which is a result of a delay in the business recruitment DVD. Negative variance was a result of the BID renewal and legal expenses.

A motion was made by Pilavjian to approve each month's financials as presented, each was seconded and approved.

OPERATIONS

Nakano reported:

The main focus for the Safety Dept. has been on quality of life issues that have been troubling the 7th Street corridor. There has also been an increase in the amount of "Bike" thefts that have been occurring along Flower and 7th Street. There have also been some theft issues at the new Target store. We have concentrated patrols in these areas and are working with the LAPD Senior Lead Officer Sean Lewis in order to combat some of these issues.

There has been a slight increase in the amount of trash that we are cleaning in heavy traffic areas. Because of the increase we have altered the deployments a little bit to assist with this clean up. We are also currently working satisfying the requirements of the Cigarette Litter Prevention grant. We will be placing 10 ash trays in two different locations in the district (which experiences the most cigarette litter). We will conduct several scans in the area to measure the effectiveness of these ash trays.

Our outreach team continues to do two monthly homeless counts as directed. The following information was gathered.

1. Count #1 was conducted on 10/05/2012 – They counted approximately 140 people sleeping within the district on that evening. This is a very slight decrease of what we normally see at the beginning of every month. We attribute this to changing conditions in the skid row area and warmer weather.

Count #2 was conducted on 10/28/2012 – They counted approximately 155 which has been steady for the past couple of months.

MARKETING

Mitchell Reported:

Mitchell highlighted some of the events that took place during the months of August and September.

- The DCBID's annual summer campaign, *Endless Summer*, promoted eleven summer experiences Downtown from hotel "staycations" to dining and outdoor performances. The campaign commenced in June and ended just after Labor Day.
- The Branding Campaign – "This is My Downtown" which is a newly launched website_and marketing campaign highlighting where to shop, eat, play and stay Downtown, www.ThisIsMyDowntown.com.
- Website, Smartphone App, Website and eNewsletter-The DCBID smartphone applications for the Android and iPhone platforms are in their soft -launch phase as we handle the final testing before their launch in December. Promotion of the apps will begin including email newsletters, DowntownLA.com email newsletters, postcard distribution, updated kiosk graphics, Facebook & Twitter outreach, and more.

The DCBID hosted its monthly Marketing Roundtables, attended by more than 60 Downtown Businesses. The businesses shared their programming and learned about the DCBID's efforts to support businesses in Downtown through its targeted marketing programs. Presentations at the meetings included **Ketchum YMCA Stair Climb**, **BlumHouse of Horrors**, **ZipCar** and **Horizon Consumer Science**.

The DCBID Marketing Committee welcomed Cory Hathaway from the **Los Angeles Athletic Club** as the new Co-chair. Angie McCabe of **LBA Realty** (former Co-chair) accepted the position of Chair.

ECONOMIC DEVELOPMENT

Bastian Reported:

- 7th Street Retail Recruitment Program
 - Target opened on 7th and Figueroa anchoring our 7th Street Retail Program.

- Wilshire Grand Project at the corner of 7th and Figueroa also started demolition for the future site on the 70 story luxury hotel.
- We met with four building owners to discuss retail strategies for their buildings on 7th Street.
- We have been actively talking to brokers, city council and building owners about bringing large, credit tenants to our district.
- We are working with restaurants / bars, an ice cream shop, furniture stores, a few National and Local fashion companies, a scooter company and a dance studio that are interested in opening a location on 7th Street.
- We are working with the Mayor's Office on bringing Made in LA designers to open stores on 7th Street.
- Fifth Annual Halloween Party for Downtown LA Kids
 - We have had a great response for our Annual Halloween Party. We have a great number of sponsors and are expecting a larger turn out this year than last year. We are working closely with the Marketing Team and our PR Firm to ensure a strong attendance.
- 10th Annual Fall Downtown Los Angeles Program & Tour
 - We are actively planning the Fall Tour which will take place on November 13th, 2012. We have finalized the list of speakers and stops along the tour highlighting some of the great new developments of 2012. We are working on outreach to ensure continued strong attendance.
- Residential Market
 - The Apex Building, a market rate rental project on Figueroa Street is open and expecting residents to move in by November 1st.
 - The Beacon Condo Project will be opening November 10th, this will be the first release of condos into Downtown Los Angeles in 2012.
 - We saw an up-tick in interest from both investors and developers working to identify both mixed-use and multifamily deals.
 - We met with three developers interested in new construction residential projects in our District. We are actively working with new ground breaking developments on retail strategies for the future retail spaces that will be coming to market in 2013 and 2014.
- Health Care
 - We met with a large medical hospital group who is exploring the idea of opening a facility in Downtown.
 - We are actively working with a 24-hour a veterinary hospital which is scheduled to open in 2012.

OLD BUSINESS

None

NEW BUSINESS

None

ADJOURNMENT

The next meeting will be on Wednesday, December 12, 2012, at 8:00 a.m. The meeting was adjourned at 9:45 am.